



3622

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: ADDANTE, Frank

Appl'n No.: 09/757,389

Filing Date: 08 January 2001

For: METHOD AND APPARATUS FOR
SELECTING AND DELIVERING
INTERNET BASED ADVERTISING

Group Art Unit: 3622

Examiner: DURAN, Arthur D.

Mail Stop AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. § 1.97 & § 1.98**

Sir:

Under the provisions of 37 C.F.R. § 1.97(b)(3), and in accordance with the Applicant's duty of disclosure under 37 C.F.R. § 1.56, Applicant would like to call to the Office's attention the references listed on the enclosed substitute form PTO-1449 (18 sheets). These references are associated with other patents and patent applications owned by the assignee of the present invention that are related to the subject matter of ad serving.

It is respectfully requested that the listed references be expressly considered during the prosecution of this application, that the Examiner initial each listed reference to evidence its consideration, and that the references be made of record therein and appear among the "References Cited" section on any patent to issue therefrom.

Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), Applicant has not provided copies of the listed U.S. patents and U.S. patent application publications but will do so if required by the Office.


The filing of this Information Disclosure Statement and the enclosed substitute form PTO-1449 shall not be construed as an admission that the information cited is prior art, or is considered to be material to patentability as defined in 37 C.F.R. § 1.56(b).

- As this statement is being filed before the mailing of a first Office action on the merits pursuant to 37 C.F.R. § 1.97(b), no fee is believed due. Nonetheless, the Office is hereby authorized to charge any fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Kenyon & Kenyon LLP's Deposit Account No. 11-0600.

The Office is invited to contact the undersigned at 202-220-4200 to discuss any matter regarding this application.

Respectfully submitted,

Dated: August 8, 2006


Bradley J. Meier
(Reg. No. 44,236)

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(202) 220 - 4200 (telephone)
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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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Sheet 1 of 18

Complete if Known

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| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

U.S. PATENT DOCUMENTS

| Examiner Initials * | Cite No. ¹ | U.S. Patent Document | | Name of Patentee or Applicant of Cited Document | Date of Publication of Cited Document MM-DD-YYYY | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
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| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

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| Application Number | 09/757,389 |
| Filing Date | 08 January 2001 |
| First Named Inventor | ADDANTE, Frank |
| Group Art Unit | 3622 |
| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS

| Examiner Initials * | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
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| | | | | | Group Art Unit 3622 |
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| | | | | | Attorney Docket Number 11032-3037 |

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| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

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| | | Microsoft ads through FocaLink; November 21, 1995; Jason Strober; Z00126 / SD027194 | |
| | | Re: Who's in and who's out (fwd); Nov. 21, 1995; Jason Strober; Z00127-Z00128 / SD027195-SD027196 | |
| | | Intel update (fwd); Nov. 23, 1995; Jason Strober; Z00129-Z00130 / SD027197-SD027198 | |
| | | Saturn reports; Dec. 5, 1995; Jennifer Ratner; Z00134-Z00140 / SD027199-SD027205 | |
| | | November Report; Dec. 5, 1995; Jennifer Ratner; Z00141-Z00146 / SD027206-SD027211 | |

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| Examiner Signature | | Date Considered | |
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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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| | |
|------------------------|------------------|
| Application Number | 09/757,389 |
| Filing Date | 08 January 2001 |
| First Named Inventor | ADDANTE, Frank |
| Group Art Unit | 3622 |
| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

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|--|--|---|--|
| | | FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00147 / SD027212 | |
| | | FocaLink Media Services; Dec. 6, 1995; David Zinman; Z00148 / SD027213 | |
| | | FocaLink Media Services; December 6, 1995; David Zinman; Z00149 / SD027214 | |
| | | FocaLink for the Layman; December 6, 1995; David Zinman; Z00150 / SD027215 | |
| | | Microtargeting; December 7, 1995; David Zinman; Z00151 / SD027216 | |
| | | Info on FocaLink Media Services; December 11, 1995; David Zinman; Z00152-Z00154 / SD027217-SD027219 | |
| | | FocaLink Media Services; December 11, 1995; David Zinman; Z00155-Z00156 / SD027220-SD027221 | |
| | | Catch-up time; December 11, 1995; David Zinman; Z00157 / SD027222 | |
| | | Info on FocaLink; December 13, 1995; David Zinman; Z00158-Z00160 / SD027223-SD027225 | |
| | | Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00161 / SD027226 | |
| | | Re: Intel Ad on Dilbert Site; December 13, 1995; David Zinman; Z00162 / SD027227 | |
| | | FocaLink Beta Test on SmartBanner; Dec. 14, 1995; David Zinman; Z00163 / SD027228 | |
| | | I/Pro Mtg Today; December 19, 1995; David Zinman; Z00164 / SD027229 | |
| | | Eric Smith Quote (fwd); January 10, 1996; David Zinman; Z00165 / SD027230 | |
| | | FocaLink Communications, Inc.; January 10, 1996; David Zinman; Z00166 / SD027231 | |
| | | Re: Advertisers for wyp.net; January 12, 1996; David Zinman; Z00167 / SD027232 | |
| | | Quote for Press Release; January 15, 1996; David Zinman; Z00168 / SD027233 | |

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Date
Considered

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Sheet 15 of 18

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|------------------------|------------------|
| Application Number | 09/757,389 |
| Filing Date | 08 January 2001 |
| First Named Inventor | ADDANTE, Frank |
| Group Art Unit | 3622 |
| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

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|--|--|--|--|
| | | Re: Quote for Press Release; January 16, 1996; "thomas mark"; Z00169 / SD027234 | |
| | | Re: Quote for Press Release (fwd); January 16, 1996; David Zinman; Z00170-Z00171 / SD027235-SD027236 | |
| | | RE> **Ad Placement Notific; January 19, 1996; Dan_Stoller@anlsf.com; Z00172-Z00173 / SD027237-SD027238 | |
| | | Invitation; January 25, 1996; wilkins@eit.com; Z00174 / SD027239 | |
| | | Focalink; January 25, 1996; David Zinman; Z00175 / SD027240 | |
| | | SmartBanner Reports; January 25, 1996; David Zinman; Z00176 / SD027241 | |
| | | RE: Focalink; January 26, 1996; Rick Vorhaus; Z00177 / SD027242 | |
| | | Comments; January 29, 1996; David Zinman; Z00178-Z00182 / SD027243-SD027247 | |
| | | Poppe Tyson/Internet Advertising Network Alliance; February 26, 1996; Ron Kovas; Z00183 / SD27248 | |
| | | fyi; February 5, 1996; "Roger Follis"; Z00184-Z00185 / SD027249-SD027250 | |
| | | Focalink Communications; February 5, 1996; David Zinman; Z00186-Z00188 / SD027251-SD027253 | |
| | | Microsoft Update; February 5, 1996; Margaret Bond; Z00189 / SD027254 | |
| | | Focalink Communications; February 6, 1996; David Zinman; Z00190-Z00192 / SD027255-SD027257 | |
| | | Focalink Communications; February 6, 1996; David Zinman; Z00193-Z00195 / SD027258-SD027260 | |
| | | Focalink Communications; February 6, 1996; David Zinman; Z00196-Z00198 / SD027261-SD027263 | |
| | | [Fwd: Re: DoubleClick and IAN]; February 6, 1996; Jason Strober; Z00199 / SD027264 | |
| | | Focalink Communications; February 6, 1996; David Zinman; Z00200-Z00202 / SD027265-SD027267 | |

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Sheet 16 of 18

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| | |
|------------------------|------------------|
| Application Number | 09/757,389 |
| Filing Date | 08 January 2001 |
| First Named Inventor | ADDANTE, Frank |
| Group Art Unit | 3622 |
| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

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|--|--|---|--|
| | | Test With Focalink; February 7, 1996; David Zinman; Z00203 / SD027268 | |
| | | Urgent – Microsoft Ad Placement; February 7, 1996; David Zinman; Z00204 / SD027269 | |
| | | Test for Microsoft Banner; February 8, 1996; Joel Bassuk; Z00205 / SD027270 | |
| | | ZDNet Test; Margaret Bond; February 8, 1996; Z00206 / SD027271 | |
| | | URLs; February 8, 1996; Dan Stoller; Z00207-Z00208 / SD027272-SD027273 | |
| | | HeadsUp 02-09-96 (20 stories)<CD58M010>; February 9, 1996; An Information Service of Individual Inc.; Z00209-Z00212 / SD027274-SD027277 | |
| | | Focalink Communications; February 13, 1996; David Zinman; Z00213 / SD027278 | |
| | | Targeting; February 13, 1996; Michael Wang; Z00214 / SD027279 | |
| | | Re: Cookies!; February 15, 1996; David Zinman; Z00215 / SD027280 | |
| | | Focalink; February 22, 1996; Jason Strober; Z00216 / SD027281 | |
| | | Focalink/Microsoft I.E.; February 23, 1996; Margee Bond; Z00217-Z00218 / SD027282-SD027283 | |
| | | Cookies; March 6, 1996; David Zinman; Z00219 / SD027284 | |
| | | Did I send this 2x; April 3, 1996; Z00220-Z00222 / SD027285-SD027287 | |
| | | Answer to your request; April 8, 1996; Z00223 / SD027288 | |
| | | Site Letter; April 10, 1996; Z00224-Z00225 / SD027289-SD027290 | |
| | | Oracle and Intel; April 12, 1996; Z00226 / SD027291 | |
| | | Doubleclick; April 16, 1996; Z00227 / SD027292 | |

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Date
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| | | | | Application Number | 09/757,389 |
| | | | | Filing Date | 08 January 2001 |
| | | | | First Named Inventor | ADDANTE, Frank |
| | | | | Group Art Unit | 3622 |
| | | | | Examiner Name | Duran, Arthur D. |
| Sheet | 17 | of | 18 | Attorney Docket Number | 11032-3037 |

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|--|--|---|--|
| | | Open Market Licenses With NetGravity; May 6, 1996; Z00228 / SD027293 | |
| | | Fact check; May 12, 1996; Z00229 / SD027294 | |
| | | IDG; May 17, 1996; Z00230-Z00231 / SD027295-SD027296 | |
| | | Daily Spectrum; May 20, 1996; Z00232-Z00242 / SD027297-SD027307 | |
| | | Fact check; May 20, 1996; Z00243 / SD027308 | |
| | | Cookie FAQ; May 21, 1996; Z00244 / SD027309 | |
| | | Focalink Communications; May 21, 1996; Z00245-Z00246 / SD027310-SD027311 | |
| | | Network World Fusion; May 22, 1996; Z00247 / SD027312 | |
| | | Looming issue; July 13, 1996; Z00248-Z00249 / SD027313-SD027314 | |
| | | Cookies & privacy ? / Gernan Press; July 15, 1996; Z00250 / SD027315 | |
| | | Cookies & privacy ? / German Press; July 16, 1996; Z00251 / SD027316 | |
| | | DoubleClick; September 5, 1996; Z00252-Z00253 / SD027317-SD027318 | |
| | | Infoseek Business Terms; September 7, 1996; Z00254-Z00256 / SD027319-SD027321 | |
| | | SmartBanner ads on HotWired; September 11, 1996; Z00257 / SD027322 | |
| | | Statement of Work; September 23, 1996; Z00258-Z00259 / SD027323-SD027324 | |
| | | NetGravity Releases Adserver 2.0; October 21, 1996; Z00260-Z00263 / SD027325-SD027328 | |
| | | "FOCALINK"; DC004278A | |

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|-----------------------|--|--------------------|--|
| Examiner Signature | | Date Considered | |
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| Group Art Unit | 3622 |
| Examiner Name | Duran, Arthur D. |
| Attorney Docket Number | 11032-3037 |

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|--|--|--|--|
| | | "FocaLink Services"; FocaLink Media Services, Inc.; DC004278B-DC004278C | |
| | | "Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278D-DC004278CC | |
| | | "Welcome to Focalink!"; FOCALINK COMMUNICATIONS; DC004278DD-DC004278XX | |
| | | "Link Marketing"; handwritten page; MA0001 | |
| | | "Link Marketing"; LinkMarket; MA0002-MA0007 | |
| | | "LinkMarket"; David Zinman et al.; MA0008-MA0027 | |
| | | "Link Marketing, LLP"; MA0028-MA0029 | |
| | | "Link Marketing LLP"; MA0030-MA0038 | |
| | | "Escapes"; Web page; MA0039-MA0040 | |
| | | "Industry Overview"; FocaLink Media Services, Inc.; MA0041-MA0053 | |
| | | "Executive Summary"; Focalink Communications Confidential"; printed 7/30/97; MA0054-MA0109 | |
| | | "FOCALINK COMMUNICATIONS"; February 1996; MA0110-MA0149 | |

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